

Editorial Index: 1981

Index of Marketing & Media Decisions for 1981, arranged by subject and content, and including feature articles, regular columns and departments. This supplements indices published yearly; copies are available from Decisions.

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Word processing's fast track to growth — Growth is fueled by ad spending in trade and general business magazines, in-flight books and network tv. June p. 70.

Sid Sax, easy Ryder — How and why Ryder Truck Rentals uses business publications. July p. 40.

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Can Parker write-off the competition? — Two-million dollar campaign (spot tv and print — general magazines and trades) used by Parker in effort to regain number one spot. Oct. p. 74.

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"As they see it" columns on business publications by:

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Now is the time for newspapers to react to cable (ATSI — Meskil). Feb. p. 92.

Developments in audience testing (ATSI) — Johnston. Feb. p. 102.

Plethora of programming — Growth and problems of cable (ATSI — Guggenheim). Mar. p. 102.

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Advertisers help fill the cable vacuum (National Conference on Cable TV). Apr. p. 54.

An open letter to the cable ad bureau (ATSI — Reichel). Apr. p. 84.

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Metro Life's seven day media blitz — Agents request use of cable tv. May p. 72.

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The dark side of cable — Inherent in interactive cable is the ability to gather and store extensive personal data on subscribers. Aug. p. 62.

Out, damn spot — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the market place through various media including cable. Aug. p. 76.

Heavy hitters gear up to meet program demand — Major cable program producers introduce new projects. Sept. p. 36.

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Should I get involved now? — Mike Moore tells how he and Benton & Bowles look at the new media technology. Nov. (A) p. 62.

Q & A on cable research — Ned Gelband heads panel of experienced people on the state of cable audience research, broadcasting and sponsorship. Nov. (A) p. 66.

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Ned Gelband — New dimension in media transaction — With some exceptions cable has yet to focus clearly on its major advertiser benefit — audience selectivity. June p. 94.

Beverly O'Malley — Evaluating the \$50 cpm — Close inspection shows that equally high cpm's exist in traditional media. July p. 180.

Sy Goldis — Corporate exposure through cable — A unique opportunity. Aug. p. 102.

Nancy P. Clott — Spot buyers beware — Maturing cable tv has disrupted traditional viewing patterns. Sept. p. 86.

Ned Gelband — Cable good for narrow casting, may cut too fine — The systems may be aiming for targets too small, hence too costly. Oct. p. 92.

Barry Kaplan — The impact of pay cable on network delivery — The Ted Bates analysis of the effect of pay tv on network audiences. Nov. p. 88.

Manas Sternschlein — Cable tv — medium of distant future — It will take time to become a significant factor. Dec. p. 90

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The continuing war of Joe Sugarman and the FTC. June p. 28.

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Tv stations must sell time in Federal election races — Supreme Court rules that time must be sold when requested. Aug. p. 36.

Billboard ban struck down (Seattle) but the future is unclear. Sept. p. 34; Retort Dec. p. 99.

Outdoor victor in San Diego — Supreme Court ruling declares ban unconstitutional (Viewpoint — Brooks) Nov. p. 138.

Who controls the airwaves — FCC's proposal to repeal the Fairness Doctrine poses First Amendment questions about access to the airwaves. Dec. P. 53.

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Four A's audience research guidelines. Jan. p. 17.

Testing, testing, testing — How to use magazines in test marketing. Jan. p. 60.

Feast for gourmet marketers — Upscale gourmet magazines to reach this booming market are plentiful and efficient. Jan. p. 62.

Magazine madness — A humorous article on special-interest magazines. Feb. p. 68.

In defense of magazine simulations — Rules for proper magazine audience simulations (Viewpoint — Smith). Feb. p. 111.

Get ready for the video publishing explosion — At least a dozen consumer magazine publishers are experimenting. Apr. p. 59.

Sears chases the wayward shopper — Corporate campaign's media mix to include more national media, including magazines and network tv. Apr. p. 64.

Frank, Tim and Jay make it a free-for-all — Contenders race for \$12 million syndicated magazine research prize. Apr. p. 70.

Cable guides are poppin' out all over — Publishers are rushing in to serve the viewers. May p. 66.

North and South battle for industry — In search of new industry, ads in general business magazines, in-flight and site magazines are most popular media vehicles. June p. 66.

Word processing's fast track to growth — Growth is fueled by ad spending in trade and general business magazines, in-flight books and network tv. June p. 70.

Magazine audience measurements — How acceptable validation may be achieved (ATSI-Johnston). June p. 98.

Who said magazines aren't dynamic — Consumer magazines continue to show change, growth and vitality (ATSI — Guggenheim). July p. 185.

Rich, but no easy mark — How new product categories are going after the free-spending college market. Aug. p. 66.

Rockwell's day-after space shuttle coup — Fast-closing media were the choice and magazines and newspapers got the nod. Aug. p. 70.

Lenox's spending spree in print — This all-print chinaware advertiser is extending its budget by 40% in magazines and Sunday supplements. Aug. p. 74.

Out, damn spot! — Jeffrey Martin Inc.'s media strategy is to infiltrate every segment of the marketplace through net and spot tv, radio, cable, print and outdoor. Aug. p. 76.

Kodak's copier focuses on business publications — General and office management publications form base of market-by-market introduction of its Ektaprint copiers. Sept. p. 68.

What's the truth? — Report on the New Orleans Research Symposium on audience research reveals that it is a universal problem without an immediate solution. Sept. p. 70; Retort — Nov. p. 220.

DeLorean rolls out his hot new car — Introduction breaks this fall with a campaign on tv and in magazines. Sept. p. 72.

Reducing aids on a media binge — Marketers plunged into media with a ven-

geance in 1980; fatter budgets in network tv and magazines show up this year. Sept. p. 76.

Picks magazines to bypass the biggies — With tv getting too expensive for its limited budget, Sun Life Insurance developed a magazine schedule to reach their target and also satisfy the needs of the sales force. Sept. p. 112.

When Dow spoke up, attitudes rose 25% — Spot tv got the lion's share of the \$3 million budget; newsweeklies and local newspapers reinforced it; radio's job was to get to youth. Oct. p. 68.

Can Parker write-off the competition? Two million dollar campaign (spot tv and print — magazines and trades) used by Parker in effort to regain number one spot. Oct. p. 74.

Why RJR's in-house media move paid off — How RJR evaluates magazines. Nov. p. 134.

Rent-a-car market steps on the gas — How magazines fit into their media philosophy. Nov. p. 72.

Dannon expands on the diet market — Diet magazines and participation-sports magazines are base of print effort, supplemented by newspapers. Nov. p. 74.

Shouldn't magazine readership be defined more realistically? — A review of the audience measurement problems (ATSI — Papazian). Nov. p. 82.

Do birds of a feather flock together? — Using PRIZM for magazine analysis penalizes selective magazines (ATSI — Guggenheim). Nov. p. 90.

"Never a crocodile" — Magazines in 1982 will look very much like 1981; content will still be everything (Gilbert C. Maurer). Nov. (A) p. 72.

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Home and technology magazines booming — New entries have been experiencing success at an early age. Dec. p. 68.

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Joseph Greenberg — Reason for concern — Magazines face several problems; here are some solutions. Jan. p. 92.

Laurel Baer — Should the magazine shape the message? — The effect is blurred by treating them all the same. Feb. p. 103.

Madeline Nagel — Magazine shibboleths — Here are exceptions to rules in magazine space buying. Mar. p. 95.

Marcella Rosen — A plethora of platitudes — Dispelling the effect of cable on special-interest and mass magazines. Apr. p. 90.

Sheldon Taule — Prestige by association — Some magazines, by their nature, can develop prestige. May p. 100.

David Tracy — Progress toward lifestyle analyses — There is need for lifestyle information in magazine presentations. June p. 102.

Roger C. Bumstead — Resourcefulness — What is needed is the application of financial and mental resources on existing titles. July p. 186.

John C. Meskil — Reversing magazine declines — Some of the reasons why, and what can be done about it. Aug. p. 88.

Joseph Greenberg — Wolf! Wolf! — Magazines can help agency types in these times when clients seem to be losing faith in advertising results. Sept. p. 108.

Laurel Baer — Cable is in no way a re-

Guest editors — 1981

January — Dave Van Allen, vice president, general manager consumer products U.S.A., Corning Glass Works, Corning, NY

February — Jay Chiat, president, Chiat-Day, Los Angeles

March — Jim Walsh, advertising manager, Merrill, Lynch, Pierce, Fenner & Smith, New York

April — J. Wesley Rosberg, senior vice president, administration, Meldrum & Fewsmith, Cleveland

May — Terence J. Fox, president, Iroquois Brands, Greenwich, CN

June — Don Creamer, chairman/chief executive officer, and Harold Strauss, chief operating officer, Creamer, Inc., New York

July — Sid Sax, director of advertising and corporate communications, Ryder Truck Rental, Miami, FL

August — Arnie Semskey, senior vice president, director of media and network programming services, BBDO, New York

September — Marian Lockett-Egan, advertising media manager and vice president, ScottCom (Scott Paper Co.), Philadelphia

October — Kelly O'Neill, president, Gardner Advertising, St. Louis

November — Martin Orlowsky, director of marketing services, R.J. Reynolds Tobacco Co., Winston-Salem, NC

December — Marcella Rosen, senior vice president, media director, NW Ayer, New York

placement — Cable will not cause defections from the ranks of magazine readers. Oct. p. 92.

Madeline Nagel — The man and his donkey — General magazine presentations do not sell as well one tailored to a specific product/client. Nov. p. 84.

Laurel Baer — People are *content* impatient — Editorial content is another approach to media selection. Dec. p. 84.

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Corning moves topside — Top-of-stove Rangetopper cookware is part of Corning's new product drive. Jan. p. 66.

Hispanics — an ignored market — Their numbers are growing but some marketers are not effectively reaching them, or trying to. Jan. p. 68.

Gourmet food feast — The gourmet food market and the media that serves it is on an upward trend. Jan. p. 62.

1981 — the marketing view — A look ahead at what lies in store for marketers (AWSI — Swan). Jan. p. 78.

Do sports marketers need a new offense? — Sport franchises are turning to contemporary marketing techniques. Feb. p. 66.

Cherry picking for good ideas — At Chiat-Day both creative and media develop a healthy mix of ideas. Feb. p. 70.

Fragrance marketers sniff out opportunities — To even out sales, industry keys in on continuity and positioning to build year-long sales. Mar. p. 66.

RCA's videodisc plunge — New line introduced to the tune of \$20 million in major media. Mar. p. 62.

Why Jim Walsh is bullish on advertising — Having had Wall St. to itself for years, Merrill Lynch now has to work harder to be a "breed apart." Mar. p. 70.

International Paper goes back to school — Company advertises to students for a very good reason — market development. Mar. p. 72.

True Value has money, but Ace has the face — Ace Hardware with one-fifth the budget of True Value uses Suzanne Sommers as spokeswoman. Mar. p. 76.

Fewer teens, more spending — While the ranks are thinning, spending continues to grow. Apr. p. 76.

DeBeers digs deep to mine new markets — Changing supply trends force adjustments of strategies. May. p. 68.

Wall Streeter on Madison Ave. — How Iroquois Brands picks media to match isolated brands. May p. 70.

Metro Life's seven day media blitz — Network and cable tv barrage leads viewers to detailed ad in Sunday magazines. May p. 72.

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Sid Sax, easy Ryder — Ryder Truck Rental — How company sparks sparks interest in truck rental business. July p. 40.

A healthier climate for vitamin marketers — Vitamins are gaining new acceptance; media expenditures up 15% this year. July p. 50.

Prepare for the "Confetti Generation" — Y&R's Donnelly envisions the future customer. Aug. p. 34.

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Is sex just a family affair — Living arrangements are changing; is marketing keeping up with trends. Oct. p. 59.

Western Union's new message — The singing telegram is back — plus some new variations. Oct. p. 62.

When Dow spoke up, attitudes rose 25% — Chemical company found it didn't pay to keep low profile; here's how they raised it. Oct. p. 68.

Can Parker write-off the competition? — Million-dollar campaign used by Parker Pen to reposition itself as a quality gift pen manufacturer. Oct. p. 74.

Footrace in shoes — Three leading shoe chains pick regional media for quick response. Oct. p. 120.

Banco de Mexico to spend \$3.5 million to promote gold coins. Nov. p. 50.

Airline ads stress price despite strike — Plagued by delays and restrictions, airlines resort to discounted fares. Nov. p. 59.

Crayola draws a new image — Known for its Crayola crayons, Binney & Smith extend name to other lines and new products. Nov. p. 70.

Dannon expands on the diet market — Today Dannon appeals to an audience beyond dieters using a multi-million dollar mix of media. Nov. p. 74.

The demo revolution — An analysis of the changes to be expected in the population by 1990 (Dawn Sibley). Nov. (A) p. 16.

Double bubble in demos — Larry Light puts his finger on where the population growth will be in the 1980's. Nov. (A) p. 28.

Top 20 metropolitan markets and how they are growing. Nov. (A) 33.

Metro growth in the South and West. Nov. (A) p. 39.

Census count shows 37% minority growth — Daniel B. Levine analyses minority trends evidenced by 1980 Census. Nov. (A) 45.

Who's moving where — How Mary Kay Healy reads the movement of people as recorded by the 1980 Census. Nov. (A) p. 48.

Areas of change in '82 — *Decisions* survey among marketing and media directors reveals where they expect to find most change. Nov. (A) p. 100.

From CPM's to Cost Per Strategy

— Joe Ostrow feels that sharper targeting will focus concentration on cost-per-strategy rather than cpm. Nov. (A) p. 104.

Ads launching the new money game — Ads battle for consumers wanting tax-free high-interest yields. Dec. p. 60.

"As they see it" columns on marketing by:

Joe Ostrow — Newspaper's national thrust — There is an important lesson in the recent move of national advertiser to newspapers. Jan. p. 86.

William M. Claggett — Management of the advertising function — The product manager system can and should be improved. Feb. p. 93.

John E. O'Toole — Are you advertising enough? — A brand's leadership can be endangered by inadequate advertising. Mar. p. 93.

Walter Reichel — An open letter to the cable ad bureau. Apr. p. 84.

Larry Cole — Our greatest asset — Why advertising/marketing men like their jobs. May p. 90.

Lawrence H. Spiegel — New tune for media and research to dance to. June p. 108.

Herb Maneloveg — Concentrating on "sellers" — Inflation plus more selective audiences has turned the marketing picture topsy-turvy. July p. 188.

Dawn Sibley — Don't overlook population and lifestyle changes — Many changes are taking place and should be watched. Aug. p. 92.

Alec Gerster — The case for breaking a few rules — Rules can add order to our lives but a careful weighing of the risks can turn up opportunities. Sept. p. 88.

William Nightingale — Agency media know-how in the new business pitch — A good media plan can make a lot of difference in achieving a client's marketing goal. Oct. p. 100.

Herb Maneloveg — A case of semantics — A unifying theme can enhance a corporate name and help move products faster. Nov. p. 104.

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Goats and dinosaurs — Something is greatly wrong with the way we buy tv (ATSI — Nagel). Jan. p. 96.

Agri-media is changing: here's how (ATSI — Dolinsky). Jan. p. 96.

Importance of looking beyond the numbers — Look at the editorial content (ATSI — Pratt). Feb. p. 90.

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No difference for indies vs. affiliates — The Assn. of Independent TV Stations' (INTV) new Burke audience study aims to put to rest some allegations. Mar. p. 78.

"No risk it, no biscuit" — Too much media buying is done with caution/safety (AWSI — Swan). Mar. p. 88.

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Rx for radio — Some collected and original nostrums to improve radio's health (ATSI — Bumstead). Mar. p. 96.

Use the new Census to update "upscales" and set a new base for media planning (Viewpoint — Upshaw). Apr. p. 158.

Making the most out of a sales call — What to ask a magazine rep when he calls (Viewpoint — Speros). May p. 104.

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Five misconceptions about out-of-home media (ATSI — Riordan). June p. 92.

It's time to show some courage — We should demonstrate that we believe in the new segmented print and cable media (Guest editorial — Creamer). June p. 222.

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How ScottCom takes charge of newspapers — Scott Paper Co. handles newspaper buying in-house, aiming for a more coordinated and higher quality job. Sept. p. 59.

The story behind the Camel "Scoreboard" — Innovative plan designed to dominate newspaper sports score pages with wrap-around ad. Sept. p. 66.

More discipline in media mix — How Simmons dual media imperatives can be used to improve media mixes (ATSI — Papazian). Sept. p. 82.

The case for breaking a few rules — A careful weighting of risks and rewards can turn up opportunities (ATSI — Gerster). Sept. p. 88.

Voodoo media — Some myths behind which one can hide when planning media (ATSI — Samuels). Sept. p. 90.

How ScottCom takes charge of newspapers — Scott Paper Co. handles newspaper buying in-house, aiming for a more coordinated and higher quality job. Sept. p. 59.

Advocacy ads need a new media mix — Advocacy ads are targeted to the wrong people; they should be aimed at those

people who are "convertable" (Viewpoint — Woodward). Oct. p. 208.

Walter Reichel (Ted Bates) vs. the tv nets — To overcome the loss of audience to cable tv, network budgets should be trimmed to buy superstations. Nov. p. 68.

Crayola draws a new image — Media switched from print to network and spot tv to reach target audience of children and their parents. Nov. p. 70.

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In cold water, Nitinol is easily bent, yet in warm water it snaps back to its original shape. If you would like a free stick of Nitinol, send a creative idea for its use and a self-addressed, stamped envelope to:
Science Digest Nitinol
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Radio City Station
New York, NY 10019
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This...

(This item appeared in the lower right hand corner of page 96 at the end of a Science Digest article on Nitinol. Nitinol is the exotic new miracle metal whose shape-memory allows it to expand and contract like a muscle, while releasing forces up to 55 tons per square inch.)



Did this.

(It generated over 9,000 responses in less than three weeks. For your free sample of Nitinol, just send your name and address to
Charlie Mandel, Publisher
at Science Digest — 888 Seventh Avenue,
New York, N.Y. 10106)

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Cutty Sark
Datsun
Dewar's
Dodge
Ford Motor Company
Fuji Photo Film USA
Grand Marnier
Gulf Oil Corporation

Hughes Aircraft
Company
International Business
Machines Corporation
International Paper
Company
J&B Scotch
JVC
Leitz, Inc.
Marlboro
Martell Cognac
Mattel Electronics
Minolta Corporation
Now Cigarettes
Ohio Scientific, Inc.
Old Grand Dad
Oldsmobile
Onkyo USA

Panasonic
Plymouth
Porsche-Audi
Proton
Quasar Company
RCA Corporation
Rockwell International
Sansui
Sharp Electronics
Corporation
Smirnoff
Smith Corona
Technics
TRW Inc.
Vector
Volkswagen of America, Inc.
Western Electric
Company, Inc.

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Advertising Sales Representatives

Detroit: Laine Meyers — 7780 Kensington, Bloomfield Hills, Michigan 48303 (313) 646-4396
Los Angeles: R.L. Sage & Company, Inc. — Wilshire Tower, 2811 Wilshire Blvd., Suite 640 Santa Monica, California 90403 (213) 829-7381

Now you do.



—TV commercial depicts nun who really gets around. Jan. p. 46.

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